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AUTHOR Surlin, Stuart H.; And Others
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ABSTRACT

A study investigated the differences between television news programming in Canada and the United States in three areas: ownership (public versus private), language (French versus English), and nation of origin (Canada versus the United States), in order to determine basic differences in network TV news content Canadian viewers may experience, depending on their news source. Network newscasts generated from a randomly constructed Monday-through-Friday week drawn from the final 3 weeks of October 1985 were coded and subjected to content analysis. Findings indicated that: (1) regardless of which television news they watch, Canadians and Americans do not receive in-depth reports of events; (2) Canadians viewing American network news will be exposed to virtually nothing about events in Canada; (3) in both countries, international news reporting tends to follow the same general criteria for newsworthiness (armed conflict, terrorism, etc.); (4) while politics and economics are the chief areas of focus on all networks, these topics are covered to a far greater extent on Canadian networks; (5) the profession of news reporter on privately-owned Canadian networks is almost exclusively male--network anchors are all male; and (6) there is no apparent public or private ownership agenda concerning type of coverage, items covered, or issues or areas of coverage. (Data tables are included.) (NKA)

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"TV NETWORK NEWS:
A CANADIAN-AMERICAN COMPARISON"

STUART H. SURLIN

WALTER I. ROMANOW

Department of Communication Studies

and

WALTER C. SODERLUND

Department of Political Science

All at The

University Of Windsor

(Canada)

Paper prepared for presentation
at the joint CCA-ICA-ARCQ Meeting

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"TV Network News: A Canadian-American Comparison"

Introduction

Historically and currently, a dominant characteristic of the Canadian television system has been a strong regulatory emphasis concerning the production in Canada of domestic television programming so as to provide Canadian viewers with a healthy base of Canadian fare. Part of the rationale for this emphasis is the attempt to repatriate Canadian audiences to domestic content and away from U.S.-produced television content. That rationale has taken on greater cogency since increasingly more Canadians are being offered greater opportunities to select U.S.-originated content from a rapidly broadening television schedule.

At the same time, Canadian television is characterised by cleavages based on ownership patterns and language differences of the sort that are not found in the neighbouring United States. In this study, we examine differences in network television news programming along three dimensions: (1) ownership (public vs. private), (2) language (French vs. English), and (3) nation of origin (Canada vs. the United States). The goal of this research is to determine basic differences in network TV news content Canadian viewers may experience, depending on their source of news.

Review of the Literature

A multitude of studies examine television viewer habits and preferences in the United States¹ and a smaller, yet significant number, cover the same ground in Canada, usually focusing on the effects of U.S. TV viewing.² There are also country-specific studies in both the United States and Canada which focus on the content of network TV news. In the United

States, virtually every study involving a comparison of the three major networks concludes that there is similarity of product and conformity in news values.³ Canadian network news has not been studied to the same extent, and those studies which have been done, point to variation in content, on both linguistic and ownership dimensions.⁴ Specific comparisons of Canadian and American TV news programming are extremely limited and tend to focus on comparisons of news style, kinds of items carried, and the socio-political contexts within which the newscasts were produced.⁵

Methods

This study is based on a content analysis of network newscasts generated from a randomly constructed Monday-through-Friday week drawn from the final three weeks of October, 1985.⁶ Thus, we have as the data base from which to draw our comparisons, stories from the same five major evening/nightly newscasts of seven television networks. In Canada these networks are: CBC-English (publicly owned), CTV-English (privately owned), CBC-French (publicly owned), TVA-French (privately owned), and in the United States, ABC, CBS, and NBC, all privately owned and broadcasting in English. With the exception of TVA, which is Quebec based, all other networks are potentially available to a substantial portion of the Canadian population.

With respect to data collection, each news story, news feature, or commercial was coded, while promotional material and chit-chat between newsmen was not. Each item in the newscast was coded for sequence, running time, type of content, origin of content, geographical and thematic focus, as well as various factors associated with format of presentation. Coding was done by three coders, with intercoder reliability established at 83%.⁷

This study does not address the question of news composition quality nor does it compare networks' treatment of the same stories on a nightly basis. Because of the limited sample frame, results cannot be generalized as being representative of how each network manages its preparation and reportage of news beyond the study period in October 1985. However, our data are useful in identifying patterns in the composition and format of television news programs based upon ownership, language, and national differences. It is in this sense that the data present an overview of programs and permit broad comparisons which follow.

Findings

Table 1 shows the balance between hard news and feature items on the seven networks studied. Commercial messages shown on the private networks have been deleted from this analysis. The most obvious difference here is that the French-language networks broadcast proportionally more "hard news" items. The three U.S. networks and CTV seem to maintain an 80%-20% hard news feature ratio, with CBC-English mid-way between this pattern and the French. Clearly, on this dimension, language predicts differences moreso than do between country or private-public comparisons.

(TABLE 1 APPROXIMATELY HERE)

Table 2 shows the country of origin for non-commercial news items carried on all networks.⁸ Most noteworthy is that only three of 223 news items on the U.S. networks originated from non-American sources, and only one of these was Canadian. Clearly, American networks present an exclusively American perspective on the news. Canadian networks likewise air news that primarily originates within the country. The United States, not surprisingly,

is the source of most non-Canadian items, with the privately owned networks (both French and English), using slightly more American originated material than their publicly-owned counterparts.

(TABLE 2 APPROXIMATELY HERE)

Table 3 presents data comparing the running time of news stories. Specifically, running time is a dimension which attempts to measure the extent to which news events are treated in-depth or in-detail. The predominant conclusion emerging from this data is that most news stories are relatively short. Between 38% to 52% were under a minute in length while between 27% and 43% were 30 seconds or less. With the exception of the CBC-English network, Canadian networks ran fewer long stories (over two minutes) than did the three American networks. Between 30% and 35% of American news items fell into this time category. By far, the two French-language networks ran the fewest in-depth stories.

(TABLE 3 APPROXIMATELY HERE)

In general, data indicate that network TV news is little more than an extended headline reading service. While three minutes is obviously a long time in the environment of TV news programming, there are few complicated issues that could be understood even in this length of time. Moreover, less than 1/10th of network news items reached the three minute mark. We of course realize that because news programs normally are fixed in terms of their overall program times, on occasion it becomes necessary to schedule a larger number of stories in an abbreviated running time so as to permit extended treatment to stories which are considered to be of greater news relevance.

(TABLE 4 APPROXIMATELY HERE)

Table 4 groups the focus of news items into three categories: (1) Canadian, (2) American and (3) International (non-Canadian or American). Three major differences are apparent. First, the American networks pay virtually no attention to events occurring in Canada; while Canadian networks, especially English-language networks, present considerable material focusing on the United States. Second, French-language networks are the most Canadian-oriented. However, since a large number of "Canadian" items (39% of CBC-French and 53% of TVA) focus on provincial issues (dealing mainly with the Province of Quebec), we cannot conclude that this represents a greater national focus. French-language networks also present the fewest items with a non-Canadian or American international focus. Third, American and Canadian English-language networks present roughly the same amount of international coverage.

(TABLE 5 APPROXIMATELY HERE)

Table 5 examines those items with a non-Canadian or non-American international focus in order to determine comparative world coverage by the news networks. These data need to be interpreted with great care. Our findings reflect the media's coverage of the world during a particular and not necessarily typical three week period. Specifically, in this study period we were dealing with a key event, the hijacking of a cruise ship by terrorists in the Middle East, which served to intensify coverage of that region. Also, in that the ship was Italian and much of the post-hijacking political and legal drama unfolded there, Italy also received media prominence. The racial conflict in South Africa, while on-going, as is the case with activities in the Middle East, was given added media attention by the hanging of a black activist and a meeting of the Commonwealth Heads of State, where the South

African question precipitated a high level of political debate. Thus, our analysis attempts to show differences in the way our seven networks focused their reporting rather than in any way suggesting that these regions are long term recipients of press attention.

While bearing in mind that the French-language networks had the lowest percentage of internationally focused stories, data in Table 5 point to an overall consensus on the part of all networks as to what was newsworthy in the world over this three week period. The Middle East, Italy and South Africa accounted for between 34% (CBC-French) and 75% (NBC) of all international news stories. All the American networks maintained running commentary on the Soviet Union, unmatched in percentage terms by the Canadian networks. In general, Canadian networks tended to disperse their coverage of world events to a greater degree than did U.S. networks, while both French-language networks demonstrated an interest in Latin American events not shown by English-language networks either in the United States or Canada.

Table 6 presents data on the coverage of issues appearing on TV network news during our study period, using a modified list of issues examined in the UNESCO world news study.⁹ Again, while there are differences based on our three dimensions (ownership, language, and nationality), so too are there similarities. First, politics and economics are the two leading themes on all networks. However, these issues have a much greater salience in Canadian news (where they account for between 47% and 60% of all stories), than in American news (where they account for between 27% and 32% of all stories). The crime/legal category appears to receive similar levels of coverage overall; while defense, terrorism, science/medical/ technical, and culture/arts/religion/entertainment stories tend to find their way into

American news programming to a greater extent than is the case with Canadian networks.

(TABLE 6 APPROXIMATELY HERE)

If we turn our attention from characteristics of news items to their format of presentation, we find that videotape or film to accompany stories was used in 59% to 82% of all Canadian network news items, with the highest totals occurring on the two privately owned networks, 79% for TVA and 82% for CTV. (Data not shown in tabular form) Conversely, the CBC-French network had the lowest percentage of stories accompanied with videotape or film, 59%. The three American and CBC-English networks used videotape or film in 62% to 70% of their stories.

Data in Table 7 show the use of an anchor/reporter format of news presentation versus anchor only. Between 38% and 54% of all news items were presented by the anchor alone, with the extremes of the range occupied interestingly by ABC and NBC. ABC and CTV had the highest percentage of reporters presenting news items on-air with anchors (62% and 56% respectively).

(TABLE 7 APPROXIMATELY HERE)

The final format variable we examined was that of anchor and reporter gender. With respect to anchor gender, only CTV utilized a female anchor during the study period and she covered 19% of the news items. (Data not shown in tabular form) Turning to on-air reporter gender, the data point to a condition of male predominance (see Table 8). On every network, males were used in over 70% of the on-air news items using a reporter. However, on this dimension, ownership appears to emerge as a key variable explaining the difference, as both publicly-owned Canadian networks utilized the highest percentage of female reporters, 29% for CBC-English and 26% for CBC-French.

CTV, TVA and CBS used female reporters in 13% to 18% of their reporter stories, while only 5% of ABC and 6% of NBC on-air reporter stories used a female reporter.

(TABLE 8 APPROXIMATELY HERE)

Finally, between-gender differences regarding the reporting of news on all networks studied reveal the following: female reporters report U.S.-based stories more often than do male reporters, hard news a little less often, and cover science, culture, and sports stories proportionately more than do males, while reporting politics proportionately less. It should be noted, however, that the sample size was small in this particular analysis and results therefore, are susceptible to a biased distribution. (Data not shown in tabular form).

Conclusion

Having examined these data, what can we now conclude regarding differences between network TV news in Canada and the United States? And what differences in perceptions of the news environment can we reasonably presume, based upon differences in network news viewing choices by Canadians?

First, regardless of which television network news program they watch, Canadians and Americans do not receive in-depth reports of events. Roughly 50% of all TV network news items are treated in one minute or less, hardly sufficient time to develop the essence of the event.¹⁰

Second, Canadians viewing American TV network news will be exposed to virtually nothing about events occurring within their own country. Conversely, Americans watching U.S. TV news networks are exposed to virtually nothing regarding their neighbours to the North. It appears as if Canadian

news is almost totally outside the definition of news employed by U.S. networks. On the other hand, viewers of Canadian news, both English/French and public/ private, receive a reasonable amount of American news, full coverage of Canadian news, with French-language viewers most closely attuned to news of Quebec.

Third, in both Canada and the U.S., international news reporting tends to follow the same general criteria as to newsworthiness (armed conflict, terrorism, rioting etc.). However, viewers of American news networks receive a greater volume of reporting on Russian events and the world's immediate "hot spots" than do viewers of Canadian news networks. Canadian networks, on the other hand, cover a wider range of world events, with French-language viewers presented with the most material on Latin America.

Fourth, with respect to general issue content, while politics and economics are the chief areas of focus on all networks, these topics are covered to a far greater extent on all Canadian networks. Viewers of American news would have greater exposure to news on defense, terrorism and stories dealing with science, medicine and technology.

Fifth, gender of reporter seems to be the only significant factor concerning format differences. On this dimension, viewers of news on any but the two Canadian, publicly-owned networks, would have to assume that the profession of news reporter was one staffed almost exclusively by males. Likewise all networks are almost unanimous in selecting males rather than females as network anchors.

Sixth, there is no apparent public ownership or private ownership agenda concerning type of coverage, items covered, issues or areas of coverage. In only one aspect is there a clear difference: female on-air

reporters tend to be used more often by CBC-owned networks than by privately-owned networks, whether these latter are Canadian or American.

Overall, Canadians viewing any of the American network news programs (and approximately 10% of the Canadian population watch U.S. network news on a continuing basis),¹¹ would receive news that is more male-dominated, more narrowly focused on international "hot spots" and events in the U.S., and less concerned with political and economic issues than if they viewed a Canadian network. Also, of course, they would receive a U.S. perspective on the news, which may lead to U.S. viewer congruence,¹² but would undoubtedly lead to Canadian viewer dissonance unless the Canadian viewer increasingly adopted a U.S. world view.

While TV network news viewers in both countries, both languages, and both public and privately-owned stations receive fragmented news from "authoritative" male anchors and reporters, the fact still remains that a Canadian viewing American TV network news is most likely developing a non-congruous Canadian perspective over time.

Endnotes

¹There is an abundance of research literature, both in quantity and quality, and to select some examples and not others might be perceived as ignoring some valuable research efforts. It is the purpose here only to identify some types of research which examine television viewers' habits and/or preferences. The following examples will serve this purpose: The Uses of Mass Communication: Current Perspectives on Gratification Research, J.G. Blumler and E. Katz, eds. (Beverly Hills, Calif: Sage, 1974); R.E. Frank and B. M. Greenberg, The Public's Use of Television: Who Watches and Why (Beverly Hills, Calif: Sage, 1980); The Roper Organization, Changing Public Attitudes Toward Television and Other Mass Media 1959-1978 (New York: Television Information Office, 1979); G. Goodhart, et al., The Television Audience: Patterns of Viewing (London: Saxon, 1975); Ellen Wartella and Byron Reeves, "Historical Trends in Research on Children and the Media: 1900-1960", Journal of Communication 35 (1985), 118-33; D. Sears and J. Freedman, "Selective Exposure to Information: A Critical Review", Public Opinion Quarterly 31 (1967), 194-213; Donald L. Shaw and Maxwell E. McCombs, The Emergence of American Political Issues: The Agenda-Setting Function of the Press (New York: West Publishing Company, 1977); Roy L. Moore and George P. Moschis, "The Role of Mass Media and the Family in the Development of Consumption Norms", Journalism Quarterly 60 (1983), 67-73; M.R. Levy, "The Audience Experience With Television News", Journalism Monographs 55 (1978); R.J. Compesi, "Gratifications of Daytime TV Serial Viewers", Journalism Quarterly 57 (1980), 155-8; Roy L. Behr and Shanto Iyengar, "Television News, Real-World Cues, and Changes in the Public Agenda", Public Opinion Quarterly 49 (1985), 38-57.

²A slowly accumulating body of research literature is beginning to offer some focus to research efforts concerning the relationship of viewers with television content. In particular, what is emphasised here is an example of the literature which examines Canadian viewing of U.S. television content. What such research interests have in common is the concern about acculturation processes which might in some manner result in the ultimate loss, or erosion, of a clearly identifiable Canadian identity. For examples of such studies see David Payne and Andre Caron, "Anglophone Canadians and American Mass Media: Uses and Effects on Quebecois Adults", Communication Research 9 (1982), 113-144; David Payne and Andre Caron, "Mass Media, Interpersonal, and Social Background Influences in Two Canadian and American Settings", Canadian Journal of Communication 9 (1983), 33-63; Frederick Elkin, "Communications Media and Identity Formation in Canada," in Benjamin D. Singer, ed., Communications in Canadian Society (Vancouver: Copp Clark, 1975), pp. 229-43; Roger de la Garde, "The Media Connection", Canadian Journal of Communication 7 (1981), 1-27; V.M. Sparks, "TV Across the Canadian Border: Does It Matter", Journal of Communication 27 (1977), 40-7; Eugene Tate and Stuart H. Surlin, "Agreement With Opinionated Television Characters: A Cross Cultural Comparison", Journalism Quarterly 53 (1976), 199-203; Nicholas G. Petryszak, "The Nature of the Canadian Television Audience", Canadian Journal of Communication 7 (1980), 50-71; Jean-Pierre Desaulniers, "Television et Nationalisme", Communication Information 7 (1985) 25-36; Gilbert Maistre, "L'influence de la Radio et de la Television Americaine au Canada, Recherches Sociographiques 12 (1971), 51-75; Eugene Tate and Larry F. Trach, "Effects of United States Television Programs Upon Canadian Beliefs About Legal Procedure", Canadian Journal of Communication 6 (1980), 1-17; Doug Baer and

James Winter, "American Media and Attitudes Regarding Government in a Canadian Border Community" Canadian Journal of Communication 10 (1983), 51-86; Thomas N. Trenton, "American Domination in Information: Canadian Student Orientations", Canadian Journal of Communication 10 (1984), 65-82.

³Herbert J. Gans, Deciding What's News (New York: Vintage Books, 1979); Av Westin, Newswatch: How TV Decides the News (New York: Simon and Schuster, 1982); Malcolm Warner, "TV Coverage of International Affairs", Television Quarterly, 7 (1968), pp. 60-77; Adnan Almaney, "International and Foreign Affairs on Network Television News", Journal of Broadcasting, 14 (1970), pp. 499-509; James B. Lemert, "Content Duplication by Networks in Competing Evening Newscasts", Journalism Quarterly, 51 (1974) pp. 240-242; Joseph S. Fowler and Stuart Showalter, "Evening Network News Selection: A Confirmation of News Judgment", Journalism Quarterly, 51 (1974), pp. 712-715; Al Hester, "Five Years of Foreign News on U.S. Television Evening Newscasts", Gazette, 24 (1978) pp. 88-95; James B. Weaver, Christopher J. Porter, Margaret E. Evans, "Patterns in Foreign News Coverage on U.S. Network TV: A 10-Year Analysis", Journalism Quarterly, 61 (1984), pp. 356-363; Guido H. Stempel III, "Gatekeeping: The Mix of Topics and the Selection of Stories", Journalism Quarterly, 62 (1985), pp. 791-796; and Joe S. Foote, and Michael E. Steele, "Degree of Conformity in Lead Stories in Early Evening Network TV Newscasts", Journalism Quarterly, 63 (1986), pp. 19-23.

⁴Canada, Canadian Radio-Television and Telecommunications Commission Report of the Committee of Inquiry into the National Broadcasting Service, (Ottawa: CRTC, 1977); Arthur Siegel, "French and English

Broadcasting in Canada: A Political Evaluation", Canadian Journal of Communication, 5 (1979), pp. 1-27; Peter Debarats, "News Programming by Public and Private Broadcasters Is There a Difference"? Paper presented at the Annual Conference of the Canadian Communication Association, University of Manitoba, June, 1986; and Peter Newman, Smoke and Mirrors: The Inside Story of Television News in Canada (Toronto: McClelland and Stewart, 1980). Also see Canada, Department of Communication, Report of the Task Force on Broadcasting Policy (Ottawa: Supply and Services Canada, 1986), pp. 106-9.

⁵Little comparative research has been done. The "field" does not extend very much beyond the following: Chris J. Scheer and Sam W. Eiler, "A Comparison of Canadian and American Television News", Journal of Broadcasting 16 (1972), 159-64; Benjamin D. Singer, "Violence, Protest, and the War in Television News: The U.S. and Canada Compared" Public Opinion Quarterly 34 (1970-71), 611-16; Vernon M. Sparks, "The Flow of News Between Canada and the United States", Journalism Quarterly 55 (1978), 260-8; Jim A. Hart, "The Flow of News Between the United States and Canada", Journalism Quarterly 40 (1963), 70-4. The research literature is considerably richer concerning comparative studies of U.S.-Canadian newspapers than it is with respect to television news comparisons.

⁶Data on Canadian network news programming were collected for a research study commissioned by the Canadian Task Force on Broadcasting Policy and reported to the Task Force in January, 1986. Data on U.S. networks were collected by Professor Soderlund as a part of his sabbatical research. We wish to thank the Task Force on Broadcasting Policy for permission to use the

Canadian data in this comparative paper and at the same time point out that the Task Force bears no responsibility for our analysis and conclusions.

⁷Ole R. Holsti, Content Analysis for the Social Sciences and Humanities (Reading, Mass.: Addison-Wesley, 1969), p. 140.

⁸Not all video or film inserts are identifiable in terms of country of origin. Where these were not specifically identified, they were coded as originating in the country of broadcast. This may result in some overstatement of the percentages of domestically originated material on the Canadian networks.

⁹See Robert L. Stevenson and Donald L. Shaw, Foreign News and the New World Information Order (Ames: Iowa State University Press, 1984) pp. 21-36. Over a longer sample period, a network's normal priority handling of issues in this listing would likely be revealed. Over a brief period, however, as is the case here, these priorities may not have been identified.

¹⁰Networks have attempted to remedy this problem by introducing programs such as ABC's "Nightline" and CBC-English "The Journal."

¹¹Overall, close to 75% of all TV programming viewed by Canadians is produced in foreign countries. Canadian produced news programs are watched proportionately more by Canadians than any other Canadian produced genre. See: Arthur Siegel, Politics and the Media in Canada (Toronto: McGraw-Hill Ryerson, 1983). A recent (1986) Task Force on Canadian Broadcasting Policy

Report adds to the discussion in this manner, "[Canadians] are insatiable consumers of Canadian news programming". Data prepared for the Task Force indicate that, in 1984 studies, in the 6 a.m. to 2 a.m., Monday to Sunday schedule, English-language Canadians viewed 11% foreign news (89% Canadian news). In a more contracted prime time period, 7 p.m. to 11 p.m., Monday to Sunday schedule, English-language Canadians viewed 19% foreign news (81% Canadian news). In the same time periods and days, French-language Canadians viewed, virtually, no foreign news. The Task Force report offers this explanation, " On the French side, American news faces the barrier of language, as well as a Canadian preference for local rather than imported daily information". See Canada, Department of Communication, Report of the Task Force on Broadcasting Policy (Ottawa: Supply and Services, 1986), pp. 95-130.

¹²For a discussion of the balance vs. dissonance producing function of the news media, see: Walter C. Soderlund and Stuart H. Surlin, "Press Portrayals of Maurice Bishop, Prime Minister of Grenada: A Pre and Post-Death Comparison." Paper presented at the Ontario Co-operative Program in Latin American and Caribbean Studies Conference, Queen's University, October, 1986.

TABLE 1

TYPE OF CONTENT, BY COUNTRY, LANGUAGE AND OWNERSHIP
(excluding commercials)

Type of Content	Canada				United States		
	English CBC N=68	CTV N=62	French CBC N=110	TVA N=74	CBS N=83	ABC N=68	NBC N=72
Hard News	89%	81%	96%	96%	77%	78%	82%
Features	<u>11</u>	<u>19</u>	<u>4</u>	<u>4</u>	<u>23</u>	<u>22</u>	<u>18</u>
	100%	100%	100%	100%	100%	100%	100%

TABLE 2

ORIGIN OF NEWS ITEMS, BY COUNTRY, LANGUAGE AND OWNERSHIP

Type of Content	Canada				United States		
	English CBC N=68	CTV N=62	French CBC N=110	TVA N=74	CBS N=83	ABC N=68	NBC N=72
Canada	92%	89%	87%	86%	0	2%	0
U.S.	4	10	8	10	99	98	99
Other/ Unknown	<u>4</u>	<u>1</u>	<u>5</u>	<u>4</u>	<u>1</u>	<u>0</u>	<u>1</u>
	100%	100%	100%	100%	100%	100%	100%

TABLE 3

RUNNING TIME OF NEWS STORIES, BY COUNTRY, LANGUAGE AND OWNERSHIP

Length of Stories	Canada				United States		
	English		French				
	CBC N=68	CTV N=62	CBC N=110	TVA N=74	CBS N=83	ABC N=68	NBC N=72
1-30 sec.	40%	27%	41%	28%	40%	35%	43%
31 sec. - 1 min.	10	19	11	17	10	3	8
1:01 - 2 min.	14	27	26	37	20	27	16
2:01 - 3 min.	31	27	16	18	24	28	25
over 3 min.	5 100%	0 100%	6 100%	0 100%	6 100%	7 100%	8 100%

TABLE 4

PRIMARY FOCUS OF NEWS STORIES, BY COUNTRY, LANGUAGE AND OWNERSHIP

Primary Focus	Canada				United States		
	English		French		CBS	ABC	NBC
	CBC N=68	CTV N=62	CBC N=110	TVA N=74	N=83	N=68	N=72
Canadian	48%	53%	75%	85%	1%	0	0
American	15	19	11	5	71	68%	64%
International (non-Canadian or American)	<u>37</u>	<u>28</u>	<u>14</u>	<u>10</u>	<u>28</u>	<u>32</u>	<u>36</u>
	100%	100%	100%	100%	100%	100%	100%

TABLE 5
COUNTRY OF FOCUS OF NON-CANADIAN OR AMERICAN NEWS,
BY COUNTRY, LANGUAGE AND OWNERSHIP

	Canada				United States		
	English		French				
	CBC N=25	CTV N=17	CBC N=18	TVA N=7	CBS N=23	ABC N=21	NBC N=24
United Kingdom	4%	0	0	14%	0	10%	0
France	0	0	6%	0	4%	0	0
U.S.S.R.	4	0	6	0	17	10	8%
Middle East	24	24%	6	14	22	28	42
South Africa	12	12	17	14	22	10	8
Italy	12	29	11	30	13	28	25
Latin America	4	0	22	14	0	10	0
OTHER	<u>40</u>	<u>35</u>	<u>32</u>	<u>14</u>	<u>22</u>	<u>4</u>	<u>17</u>
	100%	100%	100%	100%	100%	100%	100%

TABLE 6
PRIMARY ISSUE AREA OF COVERAGE
BY COUNTRY, LANGUAGE AND OWNERSHIP

Issue Area	Canada				United States		
	English CBC N=68	CTV N=70	French CBC N=110	TVA N=74	CBS N=83	ABC N=68	NBC N=72
Politics	31%	24%	22%	28%	17%	16%	17%
Defense	6	1	1	1	10	9	7
Economics	27	23	27	22	15	13	10
International Aid	0	10	2	0	1	0	1
Social Services	1	2	1	1	0	0	0
Crime/ Legal	13	7	6	8	10	7	10
Culture/Arts Religion/ Entertainment	0	2	6	5	10	7	6
Science/ Medical/ Technical	3	4	10	5	12	12	15
Terrorism	9	11	5	3	10	21	20
Sports	3	4	2	1	6	7	5
Environment	0	2	2	3	1	2	1
OTHER	<u>7</u>	<u>10</u>	<u>16</u>	<u>23</u>	<u>8</u>	<u>6</u>	<u>8</u>
	100%	100%	100%	100%	100%	100%	100%

TABLE 7
PRESENTATION FORMAT OF NEWS STORIES,
BY COUNTRY, LANGUAGE AND OWNERSHIP

Presentation Format	Canada		United States		CBS N=83	ABC N=68	NBC N=72
	English CBC N=68	CTV N=62	French CBC N=110	TVA N=74			
Just Anchor	47%	44%	50%	47%	52%	38%	54%
Anchor with Reporter	52	56	41	45	48	62	46
OTHER	<u>1</u>	<u>0</u>	<u>9</u>	<u>8</u>	<u>0</u>	<u>0</u>	<u>0</u>
	100%	100%	100%	100%	100%	100%	100%

TABLE 8
REPORTER GENDER, BY COUNTRY, LANGUAGE AND OWNERSHIP

Reporter Gender	Canada		United States		CBS N=40	ABC N=42	NBC N=34
	English CBC N=35	CTV N=37	French CBC N=50	TVA N=33			
Male	71%	87%	74%	82%	82%	95%	94%
Female	<u>29</u>	<u>13</u>	<u>26</u>	<u>18</u>	<u>18</u>	<u>5</u>	<u>6</u>
	100%	100%	100%	100%	100%	100%	100%